Gender and preference heterogeneity for Direct Seeded Rice with Drum Seeder: A case study of Men and Women Farmers in Maharashtra, India

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Men showed less interest than women in DSR

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BACKGROUND

HOW DSR (DRUM SEEDER) WORKS:
- In DSR, pre-germinated seeds are directly sown in a well puddled and levelling wet field using a drum seeder. Other kinds of seeders are also available.

ADVANTAGES:
- Direct seeding removes the need for the back-breaking effort involved in transplanting
- DSR has higher weed growth than the transplanted rice. Farmers have to use labor for weeding or apply weedicides

METHODOLOGY

To understand the preference heterogeneity between men and women for Direct Seeded Rice (DSR) Drum-seeder.

To find out the factors that explain farmers technology adoption behaviour.

To measure the willingness to pay for direct seeded rice (Drum Seeder) for both men and woman.

OBJECTIVES

SAMPLE DATA STRATEGY

- 2 districts (Thane and Palghar) in Maharashtra
- 6 rice growing blocks from 2 district, four from Palghar (Jawhar, Mohad, Wadala) and two from Thane (Shahapur and Morbdi)

STUDY LOCATION: THANE, MAHARASHTRA

FINDINGS

Women are interested to pay more for the adoption of technology

Age and education of the respondent, who represents experience, do not effect adoption behaviour.

Respondents who were considering using drum seeder in near future aware about the minimum support price and who worked more than 10.5 hours in a day are willing to pay additional money for the adoption of technology.

Access to credit, input as well as output market, migrate for off-farm employment opportunities comes out as a positive correlation with adoption and WTP for DSR drum seeder.

INDIVIDUAL-LEVEL MARGINAL WILLINGNESS TO PAY (INR) FOR DSR ATTRIBUTES

Men have a higher willingness to pay for attributes that increase income(income in future) and reduce cost of production (seed rate).

Women value more for reduction in labor requirement (and possibly accompanying drudgery) more than the men.

Women have a significantly lower say than the men in household decisions related to agriculture like choices of crop, inputs to buy and adoption and purchase of new technologies and equipments and their families.

Extension for promotion of DSR – drum seeder is likely to be more successful if it also targets women farmers and highlight the attributes of the technology that is of greater interest to them.

Comparing the average WTP for a drum seeder with its market price suggests that a capital subsidy is needed to promote its adoption by farmers in our study area.